MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BCT1824 – CRITICAL THINKING

(Distance Education)

1 JUNE 2016
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **TWO** parts and 7 pages (*excluding* this cover page).

2. Please answer ALL questions.
   - **Part A:** Multiple Choice Questions (20 marks).
   - **Part B:** Short Essays
     a. **Q1:** Gimmicks in Advertisements (10 marks)
     b. **Q2**: Fallacy Identification (20 marks)
     c. **Q3**: Argument Composition (20 marks)
     d. **Q4**: Problem Solving (30 marks)
3. For Part A, shade your answers in the OMR sheet provided.
4. For Part B, write your answers in the answer booklet provided.

PART A: Multiple Choice Questions (20marks)

1. Life can throw us some curves at times that are not always easy to handle. We can often feel lost, uncertain and upset. With so much to do and think about, we may become confused; not sure how to feel or what to do with our feelings. A natural reaction to stress, disappointment and losses in our lives is to feel down. But it's important to know that when these feelings are severe or continue for a long time, you may be experiencing depression--a disorder that requires professional help.

   (First Priority Health Brochure, October 2000)

   a. Argument; conclusion: Life can throw us some curves at times that are not always easy to handle.
   b. Non-argument; report or unsupported assertion
   c. Argument; conclusion: But it's important to know that when these feelings are severe or continue for a long time, you may be experiencing depression--a disorder that requires professional help.
   d. Non-argument; illustration

2. Which of the following is NOT a common induction indicator word or phrase?

   a. It logically follows that
   b. Likely
   c. Chances are that
   d. None of the above

3. Which of the following is NOT a common pattern of deductive reasoning?

   a. statistical argument
   b. categorical syllogism
   c. argument from elimination
   d. argument by definition

4. The argument "If I want to improve my thinking skills, I better study critical thinking; I do want to improve my thinking skills; therefore, I better study critical thinking" is an example of

   a. an argument by elimination.
   b. a hypothetical syllogism.
   c. a chain argument.
   d. a categorical syllogism.

Continued...

5. If a deductive argument has true premises and a false conclusion, then the argument is

   a. weak.
   b. uncogent.
   c. strong but not necessarily uncogent.
   d. invalid.

6. The argument "All cars are trucks; all Toyota Camrys are cars; so, all Toyota Camrys are trucks" is

   a. weak and uncogent.
   b. valid and unsound.
   c. weak and unsound.
   d. strong and invalid.

7. The argument "Most adult Americans own at least one television set; Brad Pitt, the famous actor, is an adult American; so, Brad Pitt owns at least one television set" is

   a. weak and uncogent.
   b. valid and cogent.
   c. strong and cogent.
   d. valid and sound.

8. Which of the following is an indicator word or phrase for an inductive argument:

   a. definitely
   b. certainly
   c. likely
   d. conclusively

9. 51 percent of independent voters voted for the Democratic candidate in the last presidential election.

   Lisa is an independent voter.
   So, Lisa probably did not vote for the Democratic candidate in the last presidential election.

   a. weak
   b. strong but unreliable
   c. strong and reliable
   d. valid and good

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10. **Distinguishing Deductive Arguments from Inductive Arguments**

Please indicate the following sentences are best interpreted as deductive (De) or inductive (In).

I. Most days in the year are weekdays (as opposed to weekends). There will come a day when a huge asteroid strikes the earth. Thus, the day a huge asteroid strikes the earth will likely be a weekday.

II. That Delbert Johnson is not a singer follows from the following facts: (a) all singers can carry a tune, and (b) Delbert Johnson cannot carry a tune.

III. Leon and Leslie have five children, all boys. It is almost certain, therefore, that the child they are now expecting will be a girl.

a. I – De; II – De; III – In
b. I – In; II – In; III – De
c. I – In; II – De; III – In
d. I – In; II – De; III – De

PART B: SHORT ESSAYS

Q1: GIMMICKS IN ADVERTISEMENTS (10 marks)

There are several standard gimmicks that advertisers use to short-circuit rational decision making and con the unwary (Basham, 2008). Among them are: *Humor, Catchy slogans, Emotive language, Anxiety Ads, Feel good ads, Weasel words, Fine print disclaimers, Sex Appeal, Celebrity endorsement.*

Recall some of the advertisements that have the above mentioned gimmicks. List out **FIVE (5)** gimmicks and **elaborate with an example for each gimmick.**

[Gimmick (1 mark) + Example (1 mark)] x 5 = 10 marks

E.g.,
Gimmick: Celebrity endorsement – a form of marketing strategy which involves celebrities or a well-known person using their social status or their fame to help promote a product.
Example: Jackie Chan, a Kung Fu expert, appears in Kaspersky advertisement, try to pursue the customers to choose Kaspersky for their internet security.

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Q2: FALLACY IDENTIFICATION (20 marks)

Please **identify and explain** the **types of fallacy** committed in the following passages.

[Fallacy (2 marks) + Explanation (2 marks)] x 5 = 20 marks

For example:

Ali: I can lick you.

Ho: What makes you think you can lick me?

Ali: Because I'm tougher than you are.

Ho: What makes you think you're tougher than I am?

Ali: Because I can lick you.

Example Answer:
The argument contains petitio principii – begging the question. (2 marks)
Explanation: The conclusion and premises are describing the same thing. (2 marks)

1. *Mom:* Farah, did you break your brother's model airplane?

   Farah: Well, he put chewing gum in my dolly's hair.

2. XYZ Company has accused our company of exploitative labor practices. But XZY Company's labor practices are much more exploitative than ours are. I happen to know they regularly employ children as young as nine in their overseas factories. Clearly, these accusations are groundless.

3. Dipsy O'Neill has recently argued that drinking a little red wine with dinner is good for one's health. But no one should accept O'Neill's argument. O'Neill, as you know, is the owner of O'Neill's Wines and Spirits. Naturally she'd love to see people buy more wine.

4. It rains a lot in South Korea during the summer. I know because I spent two weekends in South Korea last summer, and both times it rained like cats and dogs.

5. Some people advocate lowering the drinking age from twenty-one to eighteen. I oppose that. If we lower the drinking age to eighteen, why not sixteen? And if sixteen, why not twelve? Pretty soon, we would have a roomful of drunks in third grade!

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Q3: ARGUMENT COMPOSITION (20 marks)

Teacher puts ad in paper to say sorry for caning pupil

A TEACHER placed an apology notice in the *China Press* for three days to say sorry for punishing a Year One pupil, Chinese dailies reported.

In the notice, the teacher known as Miss Loh apologised to the student and her mother for caning the girl, which left seven welts on her. Loh also said that she would bear the medical cost if there was any proven future injury suffered by the child caused by the caning.

The notice caused a stir, especially among those in the education sector, after it was published on Tuesday. The reaction was mixed, with some slamming the teacher for caning the girl and others criticising the child's parents.

(Source: The Star Online, 11 March 2016)

What is your stand on the above issue? Present your opinion in an argumentative essay. You should state:

1. (C)=ONE Conclusion (2 marks)
2. (P1)=Premise 1 (4 marks)
3. (SA)=ONE Supporting Argument (to support P1) (5 marks)
4. (P2)=Premise 2 (4 marks)
5. (ANEC)=ONE Anecdote (to support P2) (5 marks)

Q4: PROBLEM SOLVING (30 marks)

Instruction: Read the following news article, and help the company to solve the problem.

Maxis under fire over 'unfair' mobile price plans

April 04, 2016 by Faaez Samadi

Company responds to post from unhappy customer that went viral, but consumers dissatisfied with the telco's explanation for different price plans.

Maxis, Malaysia's largest telecoms company, has found itself in the middle of a fierce row with consumers over its offering of significantly cheaper mobile price plans to certain users but not others.

The incident began after one customer wrote a detailed post on a forum alleging that their friend was offered a far cheaper mobile plan by Maxis than they were, despite being a loyal customer for 10 years.

After trying to get the same deal, the poster, named jackson5759, decided to switch to a competitor, at which point Maxis allegedly allowed him to have the cheaper deal.

Moreover, further ire was drawn after jackson5759 revealed that Maxis has cheaper 4G

price plans for Sabah and Sarawak in east Malaysia than the rest of the country.

The post was written last week and has gone viral across Malaysia, with numerous users expressing their outrage over Maxis' seemingly poor treatment of loyal customers.

The huge differences between price plans that only certain customers can access has caused particular anger, as users do not understand how these particular loyal customers are chosen for the cheaper plans.

As a result, dozens of customers have written of their intention to leave Maxis and switch to rivals Celcom or Digi, which have more competitive price plans.

In an attempt to manage the issue, Maxis released a statement calling jackson5759's post "exaggerated" and saying the price plan talked about in the post "does not exist in the way it was described".

"As with any company that has good data on customers, we often design and run targeted campaigns based on factors such as tenure, types of services used, payment history and many more," the statement reads.

"These targeted campaigns are to ensure that customers get to try out the varied services and plans that Maxis offers."

The company also explains its special 4G offer for Sabah and Sarawak, saying it was an introductory promotion for the region.

However, several respondents remained unimpressed and posted comments on Facebook slamming Maxis' statement, which to many confirmed that the company discriminates between customers with little transparency.

The telco's senior vice president of marketing, Sulin Lau, is also responding to user's criticisms personally on Facebook to try and handle the issue.

"Yes we give out different offers to existing customers," Lau wrote. "All banks, telcos and some airlines do this BECAUSE existing customers are more valuable to new ones.

"That's why we don't advertise these. Not because they are 'secret', but because they are not offered to a new joiner with no history."

(Source: Retrieved from http://www.prweek.com/article/1389780/maxis-fire-unfair-mobile-price-plans)

Questions:

1. Formulate a problem statement by identifying the expectation, reality and gap which exist in the issue above. (6 marks)

Expectation:_____

_____

Reality:_____

_____

Continued...

Gap: _____

_____

2. Using the 5W1H method, formulate **TEN** (10) relevant questions to help you to analyse the problem. (10 marks)

3. Using the SCAMPER technique, what questions will you ask in order to guide you to the possible solutions? (14 marks)

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